

Town of Moultonborough

New Hampshire

Board of Selectmen

DRAFT 2017 Goals July 26, 2016

Purpose and Intended Result of the Session

The purpose of this session was to establish goals that will become the foundation of the Board of Selectman for the next few years and beyond. The intended result is a cohesive vision for the Town of Moultonborough to assist in creating an overall strategy to reach that vision.

Vision Statements Moultonborough Board of Selectmen

- Being a place where people want to live and work because of its quality of life, thoughtful and tasteful development and commitment to protect its natural resources.
- 2. A business friendly environment with attractive living wage jobs and a magnet for high-tech, low-impact businesses.
- 3. Matching services to the needs of the population, both year round and seasonal, while diligently protecting its low total tax and tax rate advantage.
- 4. Its best management practices particularly its personnel systems known to be fair, to attract and retain employees, reward excellence and provide opportunities for advancement.
- 5. A cohesive community with a unified purpose and vision across all town employees, boards and committees.
- 6. A vibrant and increasing population actively engaged in civil civic discourse that is able to reach consensus or important issues and then see those decisions through to conclusion.

Continue discussion on consensus of where/what the Town wants to be in the future based on:

- Fall 2013 survey of population stating Town should "stay as is". All agreed that "stay as is" means Vision Statement #1: "Being a place where people want to live and work because of its quality of life, thoughtful and tasteful development and commitment to protect its natural resources".
- Young families/population is declining-leading to decrease in tax base for school and services. More young families/population will help to maintain a high quality local education system by providing a sufficient number students for a contemporary and diverse curriculum, will provide a source for future volunteers as existing volunteers and local government officials step aside and will provide for a work force to provide needed services to tourist and vacation home owners.
- Town needs to discuss/work with school to complement the updated Master Plan
- Zoning/Planning Board discussion on affordable housing and what that would look like. Affordable housing development should be located as to serve both young families with school age children and active older adults in need of services. The logical area for meeting the needs of both segments of the population is the "village" area which is close to the schools, the Library and Town Hall, some shopping, doctors offices and banking institutions.

2014/15 Goals Review Discussion

Goal #1: Continue To Work Closely with Planning and Zoning to Adopt Changes to allow for Development both Business and Residential and Maintain the Character of the Town of Moultonborough

- The Board of Selectmen will continue to work on this Goal
- Board of Selectmen agreed residential discussion is the foundation of the Master Plan
- Board of Selectmen will receive an update on the Master Plan 8/29/2016
- Once Master Plan is in place Board of Selectmen can align future goals to Master Plan

Goal #2: Maintain Workplan and Calendar for the Coming Year

- ✓ The Board of Selectmen achieved this Goal and will continue to update calendar and Goal matrix.
- Status of updating process was discussed

Goal #3: To have an Effective Succession Plan Tied to the Vision: Reward Excellence and Position Advancement

- Town Administrator will evaluate employee positions
- Town Administrator will develop training opportunities
- Job position clarity and Standard Operating Procedure for each position
- Identify potential employees for leadership roles and training
- No date was established by the Board of Selectmen for completion of this Goal

2014/15 Goals Review Discussion continued

Goal #4: Develop and Implement a Marketing Plan for the Town of Moultonborough (CY 2017)

- Discussion on:
- ✓ What is the Town of Moultonborough trying to become? Develop the Town of Moultonborough "brand"
- ✓ Who/What is the Town of Moultonborough trying to attract/outreach to?
 - **≻**Business Retires
 - > Families Individual
- ✓ Prepare an RFP to hire a marketing consultant to provide guidance in developing a Moultonborough "brand"
- Promote advantages of the Town of Moultonborough
- ✓ School K-12
- ✓ Low taxes
- ✓ Jobs (service positions/landscapers/skilled trade/plumbers etc.)
- ✓ Low Crime
- ✓ Lifestyle
- ✓ Recreation
- Route 25 continues to be an advantage and a negative
- Board of Selectmen agreed to budget money for a 2017 consultant to assist the Town of Moultonborough with this development by 4/15/17
- Board of Selectmen Chair to review what other Towns have done by 9/15/16

2015/16 Goals Review Discussion continued

Goal #5: Finalize Franchise Extension with Time Warner Cable

- Town administrator currently working on issues with Time Warner Cable through Attorney
- Proposed contract to be completed by 8/15/16

Goal #6: State's Landing

- Develop 3-5 year plan
- This is an on-going study
- Phase 1 to be presented
- Additional monies have been included for this year

Goals – June 2016 Review Discussion

Goal #7: Evaluate Town-Owned Properties

- This has a direct impact on Goal #2 with any potential facility
- To be completed by Town Administrator by second quarter of 2016
- This Goal is pending review and discussion with the Board of Selectmen 07/21/16

Goal #8: Village Development

- Review Matrix of issues by 10/2016
- Work with Town Planner, Town Engineer and NH DOT on traffic calming issues
- Review sidewalk engineer study for further consideration/direction
- Determine funding options for a capital sidewalk construction projects. I.e. TAP, Safe Routes to Schools etc..
- Work with Planning and Zoning Boards, Historical Society, Heritage Commission, etc.. to take the Village Vision to the next level.
- FY2017 budget to include funding for visuals to "tell" the Village Vision Story.

Goals – June 2017

Goal #9 Evaluate Lions Club Facility/Community Center Options

- Determine Short and Long Term Needs of Lions Club Facility
- Determine Management Options and Plan for Lions Club Facility by 2/01/17
- Look at Possible Construction Phasing of a New Community Center in Village

Goal #10 Determine Town Cemetery Needs

- Determine Existing Inventory of Lots Available
- Evaluate a Portion of Lions Club Property for Cemetery
- Evaluate Other Town Owned Property for Cemetery Development

Recap and Suggestions for Follow-Up

In addition to the newly established 2017 Goals (Goals #9 and 10) the Board of Selectmen will continue to work on the 2014 – 2016 Goals still needing to be completed. The new Goals are incorporated into the Goals Work plan to be reviewed and updated throughout the next 12 months.